

## CLAIMS

What is claimed is:

*Q1* *Sub B7* 1. A business method relating to beverage containers comprising:

conveying by revenue producing sale a right to attach indicia to protective members to be adhered to beverage containers;  
manufacturing the protective members;  
applying indicia to the protective members; and  
adhering the protective members to the containers.

2. The method of claim 1 in which conveying the right to attach indicia to protective members to be adhered to beverage containers is achieved by selling the right to third parties.

*Q2* *Sub C2* 3. The method of claim 1 in which the protective members are made in an hourglass configuration to facilitate adherence to a top and convex side of a container without deformation and without wrinkling of a material of the protective member.

4. The method of claim 1 which further comprises sanitizing at least a mouth contact portion of the containers.

5. The method of claim 1 in which the indicia is at least one of advertising, promotion, games of chance, premiums, collectibles, redeemables, merchandise acquisition means, prizes, public service announcements, instructional information, and

warnings.

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6. The method of claim 1 wherein indicia is applied to the protective members by printing.

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7. The method of claim 6 which further comprises treatment of the protective members to accept and retain printing ink.

8. The method of claim 7 in which the treatment of the protective members is by corona discharge.

9. The method of claim 6 wherein the printing is applied to an underside of the protective members.

10. The method of claim 9 where the protective member is opaque so that the user cannot see the indicia until the protective member is removed.

11. The method of claim 10 where the underside printing and opaque protective member facilitates using the method for such things as games of chance, premiums, collectibles, redeemables, merchandise acquisition means, and prizes without a user knowing in advance of protective member removal which of a plurality of chances the user has obtained.

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12. The method of claim 1 wherein the protective members are adhered to containers using adhesive.

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13. The method of claim 12 in which the adhesive is antibacterial.

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Q5 14. The method of claim 1 which further comprises imposing an anti-static chemical treatment on the protective member such that each one of the protective members will slide easily from an adjoining member and not cling to it under high speed dispensing.

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15. The method of claim 1 which further comprises imposing chemical treatment on the protective member such that adhesive will bond more strongly to the member and less strongly to metal of the beverage container.